

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	10/01-10/01	10P-1030P	10P NEWS	:30	\$745.00	M	1	1	1	\$745.00
	Buyline	Comment: CAN'T RUN AFTER MLB OR SAT COLLEGE FOOTBALL Station Remark: V4 PLS CHG RATE TO \$350 DT LUR.								
*16	10/04-10/04	10P-1030P	10P NEWS	:30	\$745.00	TH	1	1	1	\$745.00
	Buyline	Comment: CAN'T RUN AFTER MLB OR SAT COLLEGE FOOTBALL Station Remark: V4 PLS CHG RATE TO \$350 DT LUR. [MKGD FOR SPOTS MISSED ON LN #2: 10/03(1/WK)]								
*3	10/02-10/02	6P-630P	BIG BANG THEORY	:30	\$595.00	TU	1	1	1	\$595.00
		Station Remark: V4 PLS CHG RATE TO \$250 DT LUR.								
*4	10/04-10/04	6P-630P	BIG BANG THEORY	:30	\$595.00	TH	1	1	1	\$595.00
		Station Remark: V4 PLS CHG RATE TO \$250 DT LUR.								
*5	10/03-10/03	630P-7P	TWO & A HALF MEN	:30	\$595.00	W	1	1	1	\$595.00
		Station Remark: V4 PLS CHG RATE TO \$300 DT LUR.								

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL
Product MARK CRITZ FOR CONGR
Estimate# 2430
Buyer AMY MILLS
Phone#
Fax#

Agency () LUC MEDIA
25 WHITLOCK PLACE SW, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E //2430
Flight Dates 10/01/2012 - 10/07/2012
Hiatus Weeks

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*6	10/05-10/05	630P-7P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$300 DT LUR.	:30	\$595.00	F	1	1	1	\$595.00
*7	10/02-10/02	7P-730P	BIG BANG THEORY Station Remark: V4 PLS CHG RATE TO \$600 DT LUR.	:30	\$895.00	TU	1	1	1	\$895.00
*8	10/04-10/04	7P-730P	BIG BANG THEORY Station Remark: V4 PLS CHG RATE TO \$600 DT LUR.	:30	\$895.00	TH	1	1	1	\$895.00
*9	10/01-10/01	730P-8P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$550 DT LUR.	:30	\$795.00	M	1	1	1	\$795.00
*10	10/05-10/05	730P-8P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$550 DT LUR.	:30	\$795.00	F	1	1	1	\$795.00
*17	10/03-10/04	11P-1130P	SEINFELD Station Remark: V4 PLS CHG RATE TO \$150 DT LUR. [MKGD FOR SPOTS MISSED ON LN #11: 10/06(1/WK)]	:30	\$195.00	W-TH	1	1	1	\$195.00
*12	10/02-10/02	1P-2P	DIVORCE COURT Station Remark: V4 PLS CHG RATE TO \$40 DT LUR.	:30	\$70.00	TU	1	1	1	\$70.00
*13	10/04-10/04	1P-2P	DIVORCE COURT Station Remark: V4 PLS CHG RATE TO \$40 DT LUR.	:30	\$70.00	TH	1	1	1	\$70.00
*14	10/01-10/01	2P-3P	JUDGE JOE BROWN Station Remark: V4 PLS CHG RATE TO \$50 DT LUR.	:30	\$85.00	M	1	1	1	\$85.00
*15	10/05-10/05	2P-3P	JUDGE JOE BROWN Station Remark: V4 PLS CHG RATE TO \$50 DT LUR.	:30	\$85.00	F	1	1	1	\$85.00
*18	10/03-10/03	2P-3P	JUDGE J BROWN Buyline Comment: BETWEEN C2 & 3 Station Remark: V4 PLS CHG RATE TO \$50 DT LUR.	:30	\$85.00	W	1	1	1	\$85.00

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25 WHITLOCK PLACE SW, 2ND FL

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Hiatus Weeks

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---REPORT TOTALS---

Report Totals: 16 / \$7,840.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$7,840.00

Sales Totals: 16 / \$7,840.00

Station Totals: 16 / \$7,840.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$130,667	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

---COMPETITIVE COMMENTS---

WPGH = 9195

WTAE = 37675

WPXI = 53785

KDKA = 49270

WPCW = 2240

TTL = 152165

Books null

Demos RA35+